



PROGRAM NEWS

This is a bi-monthly newsletter
and is downloadable from
<http://www.healthyfamilies.ca.gov>

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*A publication providing information
and items of interest to California
Healthy Families and Medi-Cal
Enrollment Entities, Certified
Application Assistants, families,
and participating plans.*

Inside this issue:

ITP Application & Forms	1
WBT for Plan Staff	2
OERU Program	2
Change of Address & Plan Transfers	3
Assisted Application Stats	3
EE Spotlight: EHS	4
Healthy Kids Messages	5
Payment Specialist Spotlight	6
New & Returning EEs	7
New & Returning CAAs	8

If you have a story idea you would like
to share or comments about this
newsletter, please contact us.

EE/CAA Help Desk
1-800-279-5012

Email
hfnewsletter@maximus.com

Website
www.healthyfamilies.ca.gov

Invitation to Participate Application & Forms Revised

Recently, the Invitation to Participate (ITP) and Enrollment Entity (EE) forms were revised to provide a more complete and informative process. The ITP fields are now numbered with corresponding instructions to walk you through the necessary fields and accompanying documents needed.

ITPs are utilized for "New" or "Renewing" Enrollment Entities. (A "Renewing" ITP is needed when a previously registered EE wishes to reinstate their payment contract.) The revised ITP has the ability to capture more specific EE information and streamline the process for EEs. Change of Information and Add/Remove CAA forms have also been modified to include more specific information on a single page.

Recently added to the Healthy Families Program (HFP) website are the EE Sub-site Form and the CAA Agreement. In the past, these forms could be downloaded with the ITP packet. Today, they are stand-alone documents, as well as a document included within the ITP, for the convenience of EEs.

The HFP website at www.healthyfamilies.ca.gov/English/caa/itp.htm has been updated to include the most current resources and direct links to above documents. Please take some time to tour the website and familiarize yourself with the revisions.

Every two years, the HFP will contact EEs in order to update their organization's profile information. An updating notice will be sent to each EE organization approximately 60 days prior to its two-year anniversary month.

Contribute to the EE/CAA Newsletter

This newsletter is only as good and useful as the information we receive. If you have a story idea, correction, or concern about anything you read in this newsletter, please don't hesitate to contact us at: hfnewsletter@maximus.com. Please try to keep story submissions brief and related to the Healthy Families or Medi-Cal for Families Programs.

Outreach, Enrollment, Retention and Utilization County Allocation Program

The California Department of Health Services (CDHS) is pleased to announce the availability of allocation funds for county outreach, enrollment, retention and utilizations (OERU) activities to increase the number of children who are enrolled in Medi-Cal for Families and the Healthy Families Programs. On August 3, 2006, CDHS issued Information Notice 1, available on the OERU website www.dhs.ca.gov/OERU. The notice requested that counties submit a Letter of Intent to CDHS.

Counties responded to the Request for Plan and Budget by submitting a three-year plan and budget for Fiscal Year (FY) 2006-2007, FY 2007-2008, and FY 2008-2009. Eligible counties must comply with the funding use requirements outlined in the section entitled, "Appropriate Use of Funds."

Despite impressive increases in Medi-Cal for Families and the Healthy Families Program enrollment over the past several years, a significant number of California children remain uninsured. Many of these uninsured children are eligible for, but are not enrolled in, California public health insurance programs.

Recent data indicates that there were approximately 780,000 uninsured children in 2003, and over half (55%) of these uninsured children (approximately 428,000) were eligible for either Medi-Cal for Families or the Healthy Families Program.

The State is committed to working with counties to achieve the goal that all California children have

health insurance. California is committing resources through this proposal to cover all children by focusing on uninsured children who are eligible for, but not enrolled in, Medi-Cal for Families or the Healthy Families Program.

The purpose of the OERU county allocation program is to increase enrollment of eligible, but not enrolled, children in Medi-Cal for Families and the Healthy Families Programs. Outreach and streamlined enrollment is the primary focus of the county activities, with a secondary focus on retention of health coverage and appropriate utilization of health care to reduce disenrollment rates.

Web-Based Training for Plan Staff

We are excited to announce the arrival of the Plan Staff Certification Course web-based training in January 2007. Now health, dental, and vision staff can acquire Certified Plan Staff status through online training. The Plan Staff Certification Course is different from the traditional Certification Application Assistant (CAA) course due to the inclusion of the Managed Risk Medical Insurance Board (MRMIB) approved Marketing Component and Code of Conduct Form. Potential Certified Plan Staff can now access this training curriculum through the Healthy Families Program (HFP) website www.healthlyfamilies.ca.gov and the online training site.

Please contact the EE/CAA Liaisons at 1-800-279-5012 or via email at ee-caalaison@MAXIMUS.com with questions regarding this new training course.

The CAA web-based training site offers the CAA, Certified Plan Staff, and Refresher training courses in both English and Spanish.

Assisted Application Statistics

Traditionally, October is one of the highest volume months of the year for receiving applications. Certified Application Assistants (CAAs) play an important role assisting applicants with completing applications and sharing important program information.

In October of 2006, Single Point of Entry (SPE) received 7,945 applications assisted by CAAs. That equals 28% of all paper and Health-e-App (HeA) applications received!

Of these applications, 1,889 (23.8%) were forwarded to Medi-Cal for Families, 5,705 (71.8%) were forwarded to the Healthy Families Program (HFP), and 351 (4.4%) were split with at least one child forwarded to the Medi-Cal for Families and at least one child forwarded to the HFP.

Annual Eligibility Review (AER) and HeA assisted applications have increased with recent reimbursement incentives. AER assisted applications have a three-month average increase of 26.98% over last year. This is great news as it shows CAAs are aiding with program retention.

HeA assisted applications have a three-month average increase of 25.50% over last year. The use of HeA streamlines processing; therefore, more children are being enrolled in the HFP more quickly than last year.

Change of Address and Plan Transfers

The Healthy Families Program (HFP) strives to continually enhance customer service for its members. A recent enhancement allows applicants to provide address updates and request plan transfers over the telephone once a customer service representative has verified the applicant's identity. Applicants are no longer required to request these changes in writing. When calling in, the applicant will need their Family Member Number, old and new address (if applicable), their telephone number, their current plans, and the new plans into which they'd like to transfer (if requesting a plan transfer).

A member may be eligible for a plan transfer if the transfer is requested within three months of

their initial enrollment, within 30 days after an open enrollment plan transfer, or if the member has moved out of the area served by their current plan. However, once a plan transfer is approved the member may not be eligible for another transfer unless the applicant or member cannot establish a satisfactory relationship with the plan.

Plan transfer will take effect on the first day of a given month, within 40 days from the date the transfer is approved.

When is the best time to call?

Applicants looking to receive the fastest access to the HFP Call Center (1-866-848-9166) should try calling during non-peak times:

Good....Weekdays after 11 a.m.
Better...Weekdays after 6 p.m.
Best.....Saturdays 8 a.m. to 5 p.m.

The Call Center is open Monday through Friday, 8 a.m. to 8 p.m. and Saturday from 8 a.m. to 5 p.m.



Enrollment Entity Spotlight:

Employee Health Systems Medical Group

Employee Health Systems (EHS) Medical Group in El Monte, California, is an organization that was founded in 1985 by Dr. Howard Rosenberg.

EHS currently has 450 primary care physicians, 1800 specialists, 20 hospitals, and all required ancillary services under contract in Los Angeles, Sacramento, and San Diego counties.

EHS has been actively enrolling members in Healthy Families, Medi-Cal, and Healthy Kids since the start of the Healthy Families Program in 1998. Since then, EHS has helped 23,944 families – 39,198 children – get health insurance through these programs. EHS has achieved this high level of enrollment thanks to the support of our primary care physicians that allow Certified Application Assistors (CAA) from our EHS Enrollment Entity to work with their patients in their offices assisting prospective new members.

EHS not only teams up with our physicians, but also with the health plans for their support in events, health fairs, grand openings, etc. EHS



CAAs can be present and assist families in gaining access to these programs.

EHS has recently teamed up with SynerMed and is expanding into new territories. We are looking forward to working with SynerMed to assist an even bigger population in the next year.

EHS wouldn't achieve all of this without the help of the members' caring physicians, the health plans efforts to help us outreach to the communities we serve, and the great staff at MAXIMUS for helping our CAAs get trained and certified to be able to assist these families in their search for no-cost and low-cost health insurance.

EHS would like to thank all of our CAAs, physicians in the network, and the following organizations and health plans: Northeast Community Clinic, the Vida and Explorer Program with the LA County Sheriff's Department, the Public Health Foundation WIC program, LA Care Health Plan, Care1st Health Plan, Blue Shield of California, and Access Dental



Julio Naters and EHS Administrator, Peter Winston

Healthy Kids Prescreening Message

Updated in Health-e-App

Health-e-App (HeA) prescreens each child for the Healthy Families Program (HFP), Medi-Cal for Families or Healthy Kids Program. When children prescreen income too high in HeA and the Healthy Kids Program is available in the child's county, an updated message will appear. This new message will provide specific contact information for the Healthy Kids Program in the applicant's county. The prescreening process is only

preliminary; the individual programs make the final determination. When a child prescreens to Healthy Kids, the Certified Application Assistant (CAA) has the choice to forward the application to the Healthy Families Program for final determination or printing and mailing the application to the Healthy Kids contact for the applicant's county. Below is an example of a Healthy Kids predetermination for Los Angeles County.

Please remember that Single Point of Entry (SPE) processes applications for the HFP and Medi-Cal for Families programs only. Healthy Kids applications must be printed and forwarded directly to the Healthy Kids Program within the applicant's county for processing. Final eligibility determinations may differ from the HeA prescreening outcome.

Your child(ren) has been preliminarily screened eligible for the Local Children's Health Insurance Program because the child(ren)'s income may be above the Healthy Families Program income guidelines. If you prefer to apply directly to the Local Children's Health Insurance Program, please provide them with copies of the screen print of this preliminary eligibility assessment and your application summary. Please select the "Print" button to print this screen and to create and print an application summary. You may contact Los Angeles County's Local Children's Health Insurance Program at:

Los Angeles County Healthy Kids Program
555 W. Fifth Street, 29th Floor
Los Angeles, CA 90013-3036
1-888-452-5437

You may also send an e-mail to info@lacare.org or visit their website at www.lacare.org.

If you choose, you may continue to submit this application to have the Medi-Cal Program and/or Healthy Families Program make a final eligibility determination.

Payment Specialist Spotlight: Gail Lee

Gail joined the Healthy Families Program (HFP) three years ago in the Image Assembly Department. She quickly became known as the “go-to person” for that department.

Gail transferred to the EE/CAA Department in October 2005. She brings over twenty years of experience in customer service to the HFP and believes in being proactive whenever possible. Her co-workers perceive her as someone that thrives on “more work.” In February 2006, she was honored with the Employee of the Month award and enjoyed the private parking place that comes with it!

Gail lives with her two dogs, Kramer and Zachary. She enjoys working in the yard, going to movies, walking with her friends, and just plain relaxing whenever possible.



Need Supplies of HFP Enrollment and Marketing Materials?

The Marketing Materials Order Form can be downloaded at the Medi-Cal website www.dhs.ca.gov/mcs/medi-calhome/HFApp.htm.

How do I place an order?

There are three ways that you can place an order for materials:

1. Email a request to:
MCPUBS@DHS.CA.GOV.
Use the subject line: HFP and Medi-Cal Materials.
2. Fax a request to:
(916) 552-9478
Use the subject line: HFP and Medi-Cal Materials.
3. Send request via regular mail to:
HFP and Medi-Cal Materials
1501 Capitol Avenue, MS 4600
P.O. Box 942732
Sacramento, CA 94234-7320

When will I receive my order?

You will receive your materials in 5 to 7 working days. Marketing Materials may take up to 5 weeks to receive.

Who do I contact about my order?

Send an email to:
MCPUBS@DHS.CA.GOV.

Notice of Correction

From time to time, the newsletter may print something that needs a correction. If you spot a mistake that should be addressed, please

contact:

hfnnewsletter@maximus.com

Welcome New & Returning HFP Enrollment Entities!

ADMIRAL HEALTH INS. SERVICES
ADVANCED INSURANCE SERVICES INC.
ALTA FAMILY HEALTH CLINIC
ALWAYS OPEN INSURANCE
APEX OUTSOURCING INSURANCE SERVICES
ASIAN AMERICAN TRAVEL & FINANCIAL SERVICES
ASIAN RESOURCE, INC.
ATCHLEY INSURANCE AND INVESTMENT INC
AYUDA INSURANCE SERVICES
BAD DOG INSURANCE SALES INCORPORATED
BB&H BENEFIT DESIGNS
BIG SUR HEALTH CENTER
CAROL ANN ABBE
CAROL J. MARCON INSURANCE
CATHOLIC CHARITIES OF LOS ANGELES, INC., SANTA
BARBARA
CITY OF STANTON
COMMERCIAL MANAGEMENT INSURANCE SERVICES,
INC.
CORCORAN FAMILY YMCA
CORNERSTONE RECOVERY INC.
DAOLAN CHENG
DEL NORTE FAMILY RESOURCE CENTER
DIANA LEWALLEN
DUAL DIAGNOSIS ASSESSMENT AND TREATMENT
CENTER, INC.
DUBLIN INSURANCE
DYNAMIC FINANCIAL GROUP
EATON & EATON INSURANCE
EBONY COUNSELING CENTER
ERIC TAPIA
EUNKYUNG LEE-CHA
FAIRWIN CORP. DBA. CHRISTINE INSURANCE
AGENCY
FEATHER RIVER INSURANCE AGENCY
FF VIVIAN CHIN INSURANCE SERVICE
FINANCIAL AFFAIRS & INSURANCE SERVICES
FIRST 5 MENDOCINO
FRANCISCO JIMENEZ, M.D.
FRESNO NATIVE AMERICAN HEALTH CENTER
FUTURE FINANCIAL
HARPSICORD INSURANCE SERVICES
HISPERIA UNIFIED SCHOOL DISTRICT
HOPE KARE CORP.
HUA CAI
JAMIE S. LIM
JOHN LOIZEAUX
JUDITH S. DUBOSE
K. SUMARDI DDS INC.

KANT INSURANCE SERVICES
KELLY MCGRATH
KHIN C PHUN
LA PEDIATRA
LAI, YAYING
LIFEQUEST INSURANCE SERVICE
LINDSAY UNIFIED SCHOOL DISTRICT
MACE FAMILY SERVICES
MAINS GROUP
MARGARET LEE-WEINER
MARIA A. ESPINOZA M.D. INC.
MARIO O LOPEZ MD
MARLENE THOMPSON D.D.S, INC
MICHELE'S
MILTON INSURANCE
MING TAI YEH
MOHAN KUMARATNE MD INCORPORATED
MRT INSURANCE SERVICES
NOEMI CORDOVA
OAKLAND COMMUNITY ORGANIZATIONS, INC.
PARVEEN AERY
PERFECT LIL' ANGELS CHILD CARE
PHYSICIAN FOUNDATION - CALIFORNIA PACIFIC
MEDICAL CENTER
PIGOTT AND ASSOCIATES PROFESSIONAL FINANCIAL
& INSURANCE SERVICES INC.
RIVERSIDE COUNTY CHILDREN & FAMILIES
COMMISSION (FIRST 5 RIVERSIDE)
ROBERT SEUNG LEE
SAN JUDAS INSURANCE
SAVANNA SCHOOL DISTRICT
SECURE INSURANCE SERVICES, INC.
SOUTH BAY INSURANCE SERVICES
SPS MARKETING
SUTTER COAST HOSPITAL
TAX ANGEL
THE SMILE FACTORY
THOMAS & NEFF INSURANCE SERVICES, INC.
TONI D. JOHNSON-CHAVIS MD, INC
TRIAD FAMILY SERVICES
TULARE COUNTY HEALTH & HUMAN SERVICES
AGENCY
USC UNIVERSITY HOSPITAL
VARGAS IMMIGRATION & TAX SERVICE
WHITTIER PEDIATRIC GROUP
XIAO JIANG ZHOU
YOLO COUNTY CHILDREN'S ALLIANCE
YORBA LINDA INSURANCE SERVICES, INC.
YOUTH FOR CHANGE

Welcome New & Returning Certified Application Assistants!

ROSAACOSTA	JULIA CRUZ	JACKIE HAUSMAN	JULIETTE MADLER
LIZAALDAZ	ERIKACUEVAS	LONIHENDERSON	FRANCES MADRID
STEFANY ALEJO	TAMMY CUNNINGHAM	MARTA HENDRICKSON	JESSENIA MAGANA
ANA DAISY ALVAREZ	YVONNE DALE	BRENDA HERNANDEZ	ADA MAGEO
ARACELI ANAYA	CARLA DARDON	MARTHA HERNANDEZ	CAROL J. MARCON
HEIDI ANAYA	ROSANNA DAVILA	SILVIA HERNANDEZ	LIZET MARTINEZ
SARA ANGEL	MIRIAM DE LEON	VERONICA HERNANDEZ	MARIA MARTINEZ
NANCY ANGUINAO	LAURA DE ROMAS	ZOILA HERNANDEZ	MARIELA MARTINEZ
EMELY ANN	ANA DEGANTE	DINAH HESTER	JOVANAH MARTINEZ-
PAMELA ARCINIEGA	ANGLICA DELGADO	LAURA HOYOS	HOBBOO
DELIA AREVALOS	LILYADIGGS	JACQUELINE INDA	PAT MCCLELLAND
MONICA ARIZAGA	STEPHEN DOUGLASS	ANITA INIGEZ	AMY MCPEAK
ELIZABETH AVENDANO	SHANE DOULL	DAISY ISARRARAS	NORMA MEJIA
ERIKA AYON	HELENDU	JUAN JACINTO	CYNTHIA MENDEZ
BRENDA BALCE	KELLEY DUNIVEN	KELLY JAEGER	ARSHALUYS
GRACE BALDWIN	KAREN DUNN	TINA JAIMES	MENEMSHYAN
SHARONDA BALL	ELENA ENRIQUEZ	LUPE JAMES	STEVEN MICHALAK
TERRI BANUELOS	WU. ERIC	MARIA JARA	LENECIA MILES
SILVIA BARAHONA	JESSICA ESCOBAR	PATRICIA JARAMILLO	SANDRA MOALES O.
LOURDES BARAJAS	ANN FARMER	SUTIDA JARIANGPRASERT	DONNA MOLAIE
RANEE BARLIS	JAIME FERNANDEZ	FRANCES JAVIER	OMAR MONZON LOPEZ
STEPHANIE BARRENO	CORRINE FETCHO	ARCELIA JIMENEZ	BRENDA MOORE
ANGELICA BARRON	MARISELA FIMBRES	NATRINA JOHNSON	SANDRA MORALES
EVONNE BASS	AMERICA FLORES	TERRA KEPHART	RACHEL MUNDSTOCK
BRENDABELTRAN	ANNIE FLORES	SATTAR KHOSHKHOO	CARLOS MUNOZ
VIRGINIA BENITEZ	CARLOS FLORES	CYNTHIA KRALJ	MIRIAN NARANJO
NOEMI BERMAN	LORRAINE FOWLER	JEONG-HEE KU	MATTHEW NEFF
MARIA BERNEWITZ	MARIA FRANCO	YAYING LAI	FELICIA NEPOMUCENO
GERMAN BLANCO	RAY FUENTES	GLORIA LAM	HANH NGUYEN
MARY BLANCO	ROSA GAMA	CELINALAND AVERDE	LINA LIEU NGUYEN
KATHY BROWN	CHRISTINA GARCIA	JOSEFINA LARA	KAREN NORELL
ANN BUI	ERIKA GARCIA	M. ESTELA LARA	CECILIA NUNEZ
ELIZABETH CALDERON	JUAN GARCIA	KATHARINA LAUS	GINO OBEDOZA
JESSICA CALDERON	MARIA GARCIA	ASHLEY LA VALLIE	KELLY OCAMPO
LEONA CAMPBELL	MONICA GARCIA	IRENE LEE	MARIA OCHO
NICOLE CANFIELD	YESENIA GARCIA	ROBERT LEE	JOSEPH OJEDA
AMADA CASTANEDA	BERTHA GARRIDO	STEVEN LEE	CAITLIN O'NEILL
RICHARD CASTILLEJA	KRISTIE GARRISON	KRISTINA LEMMONS	JENNIFER OSALBO
LUZMILA CESPEDES	TULIKA GHOSH	YOLANDA LEON	MARISELLA OTINE
ANN CHAU	LINDA GLADNEY	TATANISHA LEWIS	REGAN OVERHOLT
LORENACHAVEZ	JANNETTE GOMEZ	ROSALINDA LIMA	VERONICA PALACIOS
HILARY CHAVIS	ESMERALDA GONZALES	JENNIFER LIN	ISELA PALOS
ANNE CHENG	ELBA GONZALEZ	ANTONIO LOPEZ	SAMAY PANTOJA
YESENIA CHICAS	CYNTHIA GONZALEZ	BRENDA LOPEZ	TANIA PARADA
THELMA CHOZA	JOANNA GONZALEZ	ELSA LOPEZ	MIGUEL PARRAGA CORREA
CLAUDIA CONTRERAS	MONICA GONZALEZ	GRACIELA LOPEZ	JULIA PELAEZ
FAUSTINA CONTRERAS	YOLANDA GONZALEZ	LILIAN LOPEZ	CINDEL PENA
JANET CORDOVA	DE PEING GU	PENINA LUAFALMANA	SHANNON PERFLER
MARTHA CORDOVA	CHRYSANATHY HA	SUSANA LUNA	TERESA PEYRANI
KELLI CRAGUN	LUAN HA	LYNHLUONG	MARCHELLA PORCHE
CYNDI CRASE	WADELL HANNA	MARIBEL MACIAS	NORMA PULIDO

Welcome New & Returning CAAs! (Continued from p. 8)

MARIA QUEZADA	SUSANA ROSALES	KIMBERLY TEJEDA	CARMEN VIDALES
TERESA QUILICI	MARTHA SAHAGUN	JIM THOMAS	GUADALUPE VILLASENOR
MARIANA QUINONEZ	XOCHITL SALDANA	CAROLINA TIAMZON	KATIE VILLEGAS
MILTON QUINTANILLA	JAMIE SANCHEZ	FAAANA TILI	SONIA VILLEGAS
AILEEN RAMIREZ	MARY SANCHEZ	SUSANA TOLEDO	KELLY VO
ERIKA RAMIREZ	ELSY SANDOVAL	MARIO TOLENTINO	TERRI WILKEY
LINDA RAMOS	JOSE SANDOVAL	CHRIS TORRES	TRINIDAD WILKINSON
ANA RENTERIA	NORA SANDOVAL	ELIZABETH TORRES	MARKS WILLIE
GIANCARLO RESTREPO	JANET SCOTT	LUZ TORRES	AUDREY WILSON
EMMA REYES	LYUDMILA SEMERYUK	KIRSTEN TRAN	VIVIAN WILSON
ERIKA REZA	AMELIA SERMIENTO	LAN TRAN	MING TAI YEH
FRANCES ROCHA	DEAN SHARON	OLGA TREVIZO	ROSANNE YI
MARIA RODRIGUEZ	PAULETTE STANCIL	MARICELA TRUJILLO	JANET YOUNG
GRETA RODRIGUEZ	JOYCE STERLING	YVETTE TURNER	DENISSE ZEPEDA
JUANITA RODRIGUEZ	GINA SUA	MERCEDES VALENCIA	PATRICIA ZEPEDA
ROSE RODRIGUEZ	IUGAFONO SUNIA	JULIE VALENZUELA	
SOL RODRIGUEZ	LEANNA SWEET	CARMEN VARGAS DE PARR	
ROMULO PAT ROJAS	EDNA TAGGART	ROCIO VARGAS	
MAYRA ROMERO	JINGWEN TAN	CINDY VASQUEZ	
DENISE ROOKE	ANJALI TAPADIA	MARIA VELASQUEZ	
ADRIANN ROSALES	DIANA TAPIA	BIBIANA VERDUZCO	
SARA ROSALES	ERIC TAPIA	LINDA VICARIO	